

In the Claims:

1.(original) Permanently oriented pressure-sensitive adhesive comprising an acrylate-based UV-crosslinked polymer which 1.) is synthesized in a mass fraction of at least 50% from at least one acrylic monomer according to the general formula (I)



in which  $\text{R}_1$  is hydrogen (H) or a methyl group ( $\text{CH}_3$ ) and  $\text{R}_2$  is hydrogen (H) or a branched or unbranched, saturated  $\text{C}_1$  to  $\text{C}_{30}$  hydrocarbon radical, which may optionally be substituted by a functional group, and 2.) is composed in a mass fraction of from 0.05% to 1% of a UV-crosslinked photoinitiator, the pressure-sensitive adhesive, in the form of a film applied as a melt (hotmelt), having a preferential direction which is characterized in the free film by a shrinkback of at least 3% relative to an original stretching of the film in the preferential direction.

2.(original) Pressure-sensitive adhesive according to Claim 1, characterized by a refractive index measured in a preferential direction,  $n_{\text{MD}}$ , which is greater than a refractive index measured in a direction perpendicular to the preferential direction,  $n_{\text{CD}}$ , the difference  $\Delta n = n_{\text{MD}} - n_{\text{CD}}$  being at least  $1 \cdot 10^{-6}$ .

3.(currently amended) Pressure-sensitive adhesive according to Claim 1 or 2, characterized by an average molecular weight of the acrylate polymer of at least 200 000 g/mol.

4.(currently amended) Pressure-sensitive adhesive according to claim 1 ~~any one of the preceding claims~~, characterized in that the radical  $\text{R}_2$  of the at least one acrylic monomer according to the general formula (I) is chosen from the group of

unbranched or branched, saturated C<sub>4</sub> to C<sub>14</sub> hydrocarbon radicals, in particular C<sub>4</sub> to C<sub>9</sub> hydrocarbon radicals.

5.(currently amended) Pressure-sensitive adhesive according to claim 1 ~~any one of the preceding claims~~, characterized in that the at least one acrylic monomer according to the general formula (I) is selected from the group consisting of methyl acrylate, methyl methacrylate, ethyl acrylate, n-propyl acrylate, n-butyl acrylate, n-butyl methacrylate, n-pentyl acrylate, n-hexyl acrylate, n-heptyl acrylate, n-octyl acrylate, n-octyl methacrylate, n-nonyl acrylate, lauryl acrylate, stearyl acrylate and behenyl acrylate and also branched isomers of these, especially isobutyl acrylate, 2-ethylhexyl acrylate, 2-ethylhexyl methacrylate, isoctyl acrylate and isoctyl methacrylate.

6.(currently amended) Pressure-sensitive adhesive according to claim 1 ~~any one of the preceding claims~~, characterized in that R<sub>2</sub> is a bridged or unbridged, substituted or unsubstituted cycloalkyl group and in that in particular the at least one acrylic monomer of formula (I) is selected from the group consisting of cyclohexyl methacrylate methacrylate, isobornyl acrylate, isobornyl methacrylate and 3,5-dimethyladamantyl acrylate.

7.(currently amended) Pressure-sensitive adhesive according to claim 1 ~~any one of the preceding claims~~, characterized in that the acrylate polymer is synthesized from at least one further acrylic or vinylic comonomer.

8.(currently amended) Pressure-sensitive adhesive according to claim 1 ~~any one of the preceding claims~~, characterized in that the at least one monomer of the formula (I) and/or the at least one comonomer carries a functional ~~and/or~~ group selected from the group consisting of carboxyl, sulphonic acid, phosphonic acid, hydroxyl, lactam, lactone, N-substituted amide, N-substituted amine, carbamate, epoxy, thiol, alkoxy, cyano, ether or halide group.

9.(currently amended) Pressure-sensitive adhesive according to claim 1 any ~~one of the preceding claims~~, characterized in that the at least one comonomer is selected from the group of the N-alkyl-substituted amides, in particular from the group consisting of N,N-dimethylacrylamide, N,N-dimethylmethacrylamide, N-tert-butylacrylamide, N-vinylpyrrolidone, N-vinylactam, dimethylaminoethyl acrylate, dimethylaminoethyl methacrylate, diethylaminoethyl acrylate, diethylaminoethyl methacrylate, N-methylolacrylamide, N-methylolmethacrylamide, N-(butoxymethyl)methacrylamide, N-(ethoxymethyl)acrylamide and N-isopropylacrylamide.

10.(currently amended) Pressure-sensitive adhesive according to claim 1 any ~~one of the preceding claims~~, characterized in that the at least one comonomer is selected from the group consisting of hydroxyethyl acrylate, hydroxyethyl methacrylate, hydroxypropyl acrylate, hydroxypropyl methacrylate, allyl alcohol, maleic anhydride, itaconic anhydride, itaconic acid, glycidyl methacrylate, phenoxyethyl acrylate, phenoxyethyl methacrylate, 2-butoxyethyl acrylate, 2-butoxyethyl methacrylate, cyanoethyl acrylate, cyanoethyl methacrylate, glyceryl methacrylate, 6-hydroxyhexyl methacrylate, vinylacetic acid, tetrahydrofurfuryl acrylate,  $\beta$ -acryloyloxypropionic acid, trichloroacrylic acid, fumaric acid, crotonic acid, aconitic acid, and dimethylacrylic acid.

11.(currently amended) Pressure-sensitive adhesive according to claim 1 any ~~one of the preceding claims~~, characterized in that the at least one comonomer is selected from the group consisting of vinyl esters, vinyl ethers, vinyl halides, vinylidene halides, vinyl compounds containing aromatic rings and vinyl compounds containing heterocycles in a position from the group consisting of vinyl acetate, vinylformamide, vinylpyridine, ethyl vinyl ether, vinyl chloride, vinylidene chloride and acrylonitrile.

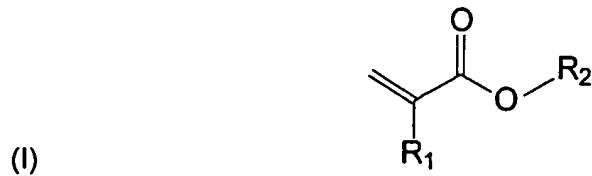
12. (currently amended) Pressure-sensitive adhesive according to claim 1 any ~~one of the preceding claims~~, characterized in that the at least one comonomer is selected from the group consisting of aromatic vinyl compounds, in particular

having aromatic C<sub>1</sub> to C<sub>18</sub> nuclei with or without heteroatoms, especially styrene and styrene derivatives, 4-vinylpyridine, N-vinylphthalimide, methylstyrene, 3,4-dimethoxystyrene, 4-vinylbenzoic acid, benzyl acrylate, benzyl methacrylate, phenyl acrylate, phenyl methacrylate, t-butylphenyl acrylate, t-butylphenyl methacrylate, 4-biphenyl acrylate, 4-biphenyl methacrylate, 2-naphthyl acrylate and 2-naphthyl methacrylate.

13. (currently amended) Pressure-sensitive adhesive according to claim 1 ~~any one of the preceding claims~~, characterized in that the acrylate polymer is further synthesized from at least one crosslinker which is selected in particular from the group consisting of difunctional or polyfunctional acrylates and/or methacrylates, difunctional or polyfunctional isocyanates and difunctional or polyfunctional epoxides.

14. (currently amended) Pressure-sensitive adhesive according to claim 1 ~~any one of the preceding claims~~, characterized in that resins and/or other additives are added to the pressure-sensitive adhesive, especially ageing inhibitors, light stabilizers, ozone protectants, fatty acids, plasticizers, nucleators, blowing agents, accelerators and/or fillers.

15. (currently amended) Process for preparing an oriented pressure-sensitive adhesive according to claim 1 ~~any one of Claims 1 to 14~~, comprising the steps of  
(a) polymerizing at least one acrylic monomer according to the general formula (I),



in which R<sub>1</sub> is hydrogen (H) or a methyl group (CH<sub>3</sub>) and R<sub>2</sub> is hydrogen (H) or a branched or unbranched, saturated C<sub>1</sub> to C<sub>30</sub> hydrocarbon radical which is optionally substituted by a functional group,

- (b) coating the acrylic polymer from the melt to form a film, in the course of which an orientation comes about in the pressure-sensitive adhesive, and
- (c) crosslinking the film by means of UV radiation.

16.(original) Process according to Claim 15, characterized in that coating takes place via a roll, through a melt die or through an extrusion die.

17. (currently amended) Process according to Claim 15 or 16, characterized in that after the coating operation the film is subjected to a drawing operation.

18. (currently amended) Process according to Claim 15 any one of Claims 15 to 17, characterized in that prior to the coating operation solvent residues from the polymerization are removed at least partly, in particular in a concentrating extruder.

19. (currently amended) Process according to Claim 15 any one of Claims 15 to 18, characterized in that the relaxation time which elapses between coating and crosslinking is as small as possible.

20. (original) Process according to Claim 19, characterized in that the relaxation time amounts to not more than 60 minutes, in particular not more than 3 minutes, preferably not more than 5 seconds.

21. (currently amended) Process according to Claim 15 any one of Claims 15 to 20, characterized in that a degree of orientation of the pressure-sensitive adhesive is controlled by the UV dose, by the coating temperature, the molecular weight of the polymer, the draw ratio and/or the relaxation time between coating and crosslinking.

22.(currently amended) Process according to Claim 15 any one of Claims 15 to 21, characterized in that cooling is carried out during coating.

23. (currently amended) Process according to Claim 15 ~~any one of Claims 15 to 22~~, characterized in that the polymerization is carried out in the presence of a crosslinker which is selected in particular from the group consisting of difunctional or polyfunctional acrylates and/or methacrylates, difunctional or polyfunctional isocyanates and difunctional or polyfunctional epoxides.

24.(currently amended) Process according to Claim 15 ~~any one of Claims 15 to 23~~, characterized in that for crosslinking the pressure-sensitive adhesive comprises a UV initiator.

25.(currently amended) Use of a pressure-sensitive adhesive according to Claim 1 ~~any one of Claims 1 to 14~~ as a one-side or both-sides adhesive layer for a single-sided or double-sided pressure-sensitive adhesive tape.